

News Release

For Immediate Release



Contact:

Amy Whittaker, Public Information Officer

Tel (540) 772-2010 | Cell (540) 589-3089

awhittaker@roanokecountyva.gov

Roanoke County to Unveil New LOVE Sign

Food Truck Thursday takes place following the event

(September 16, 2025) Roanoke County invites the community and media partners to join County officials and special guests for the official unveiling of the County's new LOVE sign on **Thursday, September 18 at 10:45 a.m. at the Roanoke County Administration Center (5204 Bernard Drive, Roanoke, VA 24018).**

The new LOVE sign is part of the Virginia Tourism Corporation's "**Virginia is for Lovers**" campaign, which encourages communities across the Commonwealth to showcase unique, local expressions of love and hospitality.

The event will feature brief remarks from County leaders, the unveiling, and opportunities for attendees to take photos with the new sign.

Everyone is encouraged to stay for "**Food Truck Thursday,**" from **11 a.m. to 2 p.m.** Food vendors include: Bootleg BBQ, Chris's Coffee & Custard, El Gordo's, and Sudha's Kitchen.

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